

ABSTRACT OF THE DISCLOSURE

A liquid crystal display of the present invention facilitates grayscale level transition from a previous frame to a current frame, in such a manner that a modulation driving process section reads out, from one look-up table, corrected image data corresponding to a combination of image data of a previous frame and image data of a current frame and then outputs this corrected image data, irrespective of the ambient temperature. Meanwhile, a temperature circuit controls a heater so as to either stop the heating by the heater when a temperature of the liquid crystal panel exceeds a threshold value which is 1°C through 1.5°C higher than a target temperature, or start the heating by the heater when the temperature of the liquid crystal panel goes below a threshold value which is 1°C through 1.5°C lower than the target temperature, the target temperature being determined in advance to be in a range between 48°C and 63°C. In this manner, it is possible to realize a liquid crystal display which is simple in circuit arrangement but can improve a response speed while restraining the degradation of display quality to be hardly recognizable for the viewer.